Orders

Order / Rev:

104655

Alt Order #:

06835929

Product Desc:

RNC - ROMNEY

Estimate:

279

Flight Dates:

Order Type:

07/25/12 - 07/31/12

Original Date / Rev:

07/24/12 / 07/25/12 **GENERAL** 

138 Conant St.

Beverly, MA 02494

Primary AE:

Amy McCreary

Sales Office:

Sales Region:

BLPHI

National

Agency

Name:

American Rambler Productions

**Buying Contact:** 

Billing Contact:

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

00:15:00

Broadcast

15%

Cash

Advertiser

Name:

Priority:

Demographic:

**Product Codes:** 

RNC/ Romney for President -

A35+

PLC03

SELECT PRIORITY CODE

Order Separation:

Totals

Totals

Advertiser External ID:

New Business Thru:

Revenue Codes: POLITICAL/AGY, PCAN, GEN Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	76	\$87,450.00	\$74,332.50
07/30/12	07/31/12	33	\$32,400.00	\$27,540.00

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	76	\$87,450.00	\$74,332.50	0.00
August 2012	33	\$32,400.00	\$27,540.00	0.00

\$119,850.00

\$101,872.50

0.00

109

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
	~~~	·		

	 	+10.11 = 10.00 : 10.10 = 00.10	01001 70	
Amy McCreary		Start Of Order - End Of Order	100%	

L	n (	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E	1 h	KSNV	07/30/1	2 07/31/12	M-F 6-7a WakeU		6-7a		MT	:30	4	\$700.001	0.00 <b>N</b> M	4	\$2,800.00
	V	VAKE V	V/WAGN	IRS2 2X/DA	M-F 6-7a WakeU Y WITH MAX SEF										
		<u>Sta</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rati</u>	ing						
	We	ek: 07/3	30/12	08/05/12	MT	4	\$700.00	0	.00						
Е	2 h	KSNV	07/25/1	2 07/27/12	M-F 6-7a WakeU	-	6-7a		WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
	1/	VAKE V	VAMAGN	IRS2 1X/DA	M-F 6-7a WakeL Y	lp w/Wagners									
	•		t Date	End Date	Weekdays	Spots/Week	Rate	Rati	ina						
	Wee	ek: 07/2		07/29/12	WTF	3	\$700.00		0.00						
E	3 k	KSNV	07/25/1	2 07/27/12	Today Show	CM	658a-9am		WTF	:30	6	\$1,400.001	0.00 NM	6	\$8,400.00
	.,.	.00 474	0110141	D.C.(ID. A.).( ).A !! T	Today Show										
	ı				'H MAX SEP										
			t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rati</u>							
_		ek: 07/		07/29/12	WTF		\$1,400.00		.00						
Е	4 k	KSNV	07/30/1	2 07/31/12	Today Show	CM	658a-9am		MT	:30	4	\$1,400.001	0.00 NM	4	\$5,600.00
	т	ΉΔΟΔΥ	SHOW	ΟΥ/DΔΥ \Λ/ΙΤ	Today Show 'H MAX SEP										
	'		t Date	End Date	Weekdays	Spots/Week	Rate	Rati	ina						
	We	ek: 07/3		08/05/12	MT		\$1,400.00		<u>u.</u> 1.00						
E				2 07/27/12	M-F Today Show	**	9-10a		WTF	:30	3	\$500.001	0.00 NM	3	\$1,500.00
_	•				M-F Today Show		0 100		****	.00	J	ψοσο.σσ ι	0.00 14141	J	\$1,500.00
	Т	ODAY	SHOW:	2 1X/DAY	,										
		<u>Sta</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rati	ing						

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Order / Řev:

104655

06835929

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RNC/ Romney for President

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07/25/12 - 07/31/12

Product Desc:

RNC - ROMNEY

279

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 6 KSNV	07/25/12	2 07/27/12	M-F Today Show M-F Today Show		9-10a	WTF	:30	3	\$500.001	0.00 NM	3	\$1,500.00
TODAY	SHOW 2	2 1X/DAY	WH TOday Show	11								
***************************************	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				ŀ		
Week: 07/2		07/29/12	WTF Olympics Daytime	MeekaM	\$500.00 9am-4pm	0.00 MT	:30	6	\$1,200.003	0.00 NM	6	<b>ተ</b> ማ ኃላላ ላላ
- 1 10111	01,00,12	- 07701712	Olympics Daytime		oam-tpm	MI	.30	Ü	Ψ1,200.003	U.UU INIVI	0	\$7,200.00
			H MAX SEP	Constantial	D-4-	D - 15						
Week: 07/3	<u>rt Date</u> 30/12	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week 6	<u>Rate</u> \$1,200.00	Rating 0.00						
E 8 KSNV	07/25/12	2 07/27/12	M-F Today Show		10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
TODAY	SHOW 3	1 1 X / D A Y	Today 4th Hour									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 07/2		07/29/12	WTF	3	\$325.00	0.00		-				
E 9 KSNV	07/25/12	2 07/27/12	Noon News Noon News	CM	12-1230pm	WTF	:30	6	\$425.001	0.00 NM	6	\$2,550.00
NEWS A	AT NOON	N 2X/DAY W	/ITH MAX SEP									
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 07/2 E 10 KSNV		07/29/12	WTF Days of our Lives	CM 6	\$425.00 1258p-2pm	0.00	-20	2	£405.004	0.00.1114		<b>#</b> 4.075.00
L IO NONV	01123112	2 01121112	Days of our Lives		rzoop-zpm	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
		IVES 1X/D/		_								
Star Week: 07/2	rt <u>Date</u> 23/12	End Date 07/29/12	<u>Weekdays</u> ~-WTF	Spots/Week 3	<u>Rate</u> \$425.00	Rating 0.00						
E 11 KSNV				CM	2pm-3pm	WTF	:30	3	\$175.002	0.00 NM	3	\$525.00
m.c.o	50 AV#5		The Doctors		. ,				,	-100 1	ŭ	4020.00
	RS 1X/Dart Date	AY End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 07/2		07/29/12	WTF	3	\$175.00	0.00						
E12 KSNV	07/25/12	2 07/27/12		CM	3-4p	WTF	:30	3	\$450.001	0.00 NM	3	\$1,350.00
DR PHII	L 1X/DAY	,	Dr Phil									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/2		07/29/12	WTF	3	\$450.00	0.00						
E13 KSNV	07/30/12	2 07/31/12	NEWS 3 at 4 (1 h		4-5pm (4:00 PM-4:3	MT	:30	4	\$700.001	0.00 NM	4	\$2,800.00
FIRST	NEWS 3-4	4 2X/DAY W	VITH MAX SEP	, ui j	(4.001 101-4.0	O I Wij						
•	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/3		08/05/12	MT News 3 at 4 (1/2	hr) CM	\$700.00 4-430p	0.00 WTF	:30	3	\$700.001	0.00 NM	3	<b>#2 400 0</b> 2
- 14 1011	OTTAGET	2 01/21/12	News 3 at 4 (1/2	•	4-430p	411	.30	3	φ/00.001	U.UU INIVI	3	\$2,100.00
		4 1X/DAY										
<u>Sta</u> Week: 07 <i>t</i>	rt Date 23/12	End Date 07/29/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$700.00	Rating 0.00						
E 15 KSNV			News 3 at 430pm		430-5pm	WTF	:30	6	\$700.001	0.00 NM	6	\$4,200.00
NEMO	01//D41/1	00TH 84636	News 3 at 4:30PM	Л	·				·		_	, .,======
	zwoay v rt Date	NITH MAX : End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/		07/29/12	WTF	6	\$700.00	0.00						
E 16 KSNV	07/30/12	2 07/31/12	NEWS 3 at 4 (1 I		4-5pm	MT	:30	4	\$700.001	0.00 NM	4	\$2,800.00
NEWS :	2X/DAY V	NITH MAX :	4PM NEWS (1 ho SEP	our)	(4:30 PM-5:0	0 PM)						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07/	·····	08/05/12	MT	4	\$700.00	0.00						
⊨17 KSNV	07/25/1	2 07/27/12	M-F Early News M-F Early News	СМ	5-630p	WTF	:30	6	\$1,000.001	0.00 NM	6	\$6,000.00
NEWS:	3 AT 5 2X	C/DAY WITH	H MAX SEP									
	rt Date	End Date	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating						
Week: 07/ E 18 KSNV		07/29/12 2 07/31/12	vv	CM	\$1,000.00 5-630p	0.00 MT	. :30	A	\$1,000.001	0.00 <b>NM</b>	4	\$4,000.00
	000/1/	_ 001/12		0	- 000p	191.1	00	7	Ψ1,000,001	U. UU TAINI	ı <del>+</del>	φ+,000.00

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KSNV

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Order / Řev:

104655

Advertiser:

RNC/ Romney for President

Alt Order #:

06835929

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Product Desc:

RNC - ROMNEY

Flight Dates:

07/25/12 - 07/31/12

Estimate:

279

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Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots Rate Pri	Rtg Type Spots	Amoun
			M-F Early News M-F Early News							
NEWS	3 AT 5 2	X/DAY WITH	•						_	
<u>St</u> Week: 07	art Date	End Date	<u>Weekdays</u> MT	Spots/Week	Rate	Rating				
		08/05/12  2 07/27/12	M-F Jeopardy	4	\$1,000.00 630-7pm	0.00 WTF	:30	6 \$1,000.001	0.00 NM 6	<b>#</b> 0.000.0
L 13 KONV	0112011	IZ UIIZIIIZ	M-F Jeopardy	CIVI	000-7 pm		.30	6 \$1,000.001	0.00 NM 6	\$6,000.0
		HTIW YAD								
<u>St</u> Week: 07	art Date	End Date 07/29/12	<u>Weekdays</u> WTF	Spots/Week	<u>Rate</u>	<u>Rating</u> 0.00				
			M-F Jeopardy	CM	\$1,000.00 630-7pm	MT	:30	4 \$1,000.001	0.00 NM 4	\$4,000.0
	0,,,,,,,		M-F Jeopardy	0	ooo ipiii	1-11	.00	Ψ1,000.001	0.00 14101	φ4,000.
		HTIW YAD								
<u>St</u> Week: 07	art Date	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00				
			M-F Wheel	CM	7-730pm	WTF∺-	:30	3 \$1,000.001	0.00 NM 3	\$3,000.
			M-F Wheel of Fo				100	σ φι,σσσ.σσι	0.00 14141	φο,σσσ.
	L 1X/DAY	•		0 ( )	<b>5</b> .	5			ļ	
<u>Sī</u> Week: 07	art Date //23/12	End Date 07/29/12	<u>Weekdays</u> WTF	Spots/Week	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00				
			M-F Wheel	CM	7-730pm	MT	- :30	2 \$1,000.001	0.00 NM 2	\$2,000.
			M-F Wheel of Fo	rtune				_ \$1,000.001	5.00 THM	Ψ2,000.
	L 1X/DA\		3641-1	0 ( 84/ 1	<b>5</b> .	<b>5</b>				
<u>51</u> Week: 07	<u>art Date</u> //30/12	End Date 08/05/12	<u>Weekdays</u> MT⊶-⊶	Spots/Week	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00				
			M-F News 3 at EI	***	11pm-1135		:30	2 \$1,100.001	0.00 NM 2	\$2,200.
			M-F News 3 at E	leven	·					<del>+-,</del>
	3 AT 11 art Date	1X/DAY End Date	Weekdays	Contaditant	Dete	D -4:				
<u>یں</u> Week: 07		07/29/12	WT	Spots/Week 2	<u>Rate</u> \$1,100.00	<u>Rating</u> 0.00				
E24 KSNV	07/25/1	12 07/27/12			1135p-1237	***************************************	- :30	3 \$425.001	0.00 NM 3	\$1,275.
TONIT	E CHOVA	INDO AVIDA	Tonight Show							
	⊏ SHOW art Date	NBC 1X/DA End Date	.Y Weekdays	Spots/Week	Rate	Rating				
Week: 07		07/29/12	WT	3		0.00				
E25 KSNV	07/27/1	12 07/27/12	Olympics Late No		11pm-12:3	5amF	- :30	1 \$1,000.001	0.00 NM 1	\$1,000.
OLVI	ATE NIGI	<b>⊔</b> *r	Late News during	Olympics						
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				
Week: 07		07/29/12	F		\$1,000.00	0.00				
E 26 KSNV	07/27/	12 07/27/12	Olympics Openin	-	730p-12a	F	:30	1 \$10,000.001	0.00 <b>NM</b> 1	\$10,000.
	PENING	CEREMON	Olympics Openir	ig Ceremony						
	art Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>				
Week: 07	7/23/12	07/29/12	F	1	\$10,000.00	0.00				
E27 KSNV	07/28/	12 07/28/12	Olympics Primeti		7pm-12am	~~~-S-	- :30	2 \$6,000.003	0.00 NM 2	\$12,000.
OLY W	/EEKENI	) PRIMETIM	Olympics Primet	ime						
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				
Week: 07		07/29/12	S-		\$6,000.00	0.00				
E28 KSNV	07/28/	12 07/28/12	Olympics Late No		11pm-12:3	5amS-	- :30	2 \$1,000.007	0.00 NM 2	\$2,000.
OLY L	ATE NEV	vs	Late News during	JUlympics						
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				
Week: 07		07/29/12	S-		\$1,000.00	0.00				
E29 KSNV	07/28/	12 07/28/12	Olympics Daytim		4am-6pm	S-	- :30	2 \$1,700.003	0.00 NM 2	\$3,400
OLY V	VEEKENI	DAYTIME	Olympics Daytim	IE VVEEKEND						
<u>St</u>	art Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>			}	
Week: 07		07/29/12	S-		\$1,700.00	0.00		· · · · · · · · · · · · · · · · · · ·		
E30 KSNV	07/29/	12 07/29/12		СМ	7pm-12am		3 :30	1 \$6,000.003	0.00 <b>NM</b> 1	\$6,000.

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**KSNV** 

Order / Řev: Alt Order #:

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07/25/12 - 07/31/12

Advertiser:

RNC/ Romney for President

Product Desc:

RNC - ROMNEY

Estimate:

279

Ln Ch	Start	End	Inventory Code	Break	Start/End T	īme Davs	Len Sp	oots	Rate Pri	Rtg Type S	Spots	Amount
OLVM	/EEKENC	DDIME	Olympics Primet	me						THE TYPE	эрого	, anodik
	art Date	End Date 07/29/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$6,000.00	Rating 0.00				- 1		
	07/29/1 ATE NEW	2 07/29/12 /S	Olympics Late N Late News durin		11pm-12:35	amS	:30	2 \$	51,000.007	0.00 NM	2	\$2,000.00
<u>Str</u> Week: 07	art <u>Date</u> 723/12	End Date 07/29/12	<u>Weekdays</u> S	Spots/Week 2	<u>Rate</u> \$1,000.00	Rating 0.00						
E 32 KSNV OLY W		2 07/29/12 DAYTIME	Olympics Daytim Olympics Daytin		4am-6pm	S	:30	4 \$	1,700.003	0.00 NM	4	\$6,800.00
<u>St</u> Week: 07	art <u>Date</u> /23/12	End Date 07/29/12	<u>Weekdays</u> S	Spots/Week 4	<u>Rate</u> \$1,700.00	<u>Rating</u> 0.00						
N33 KSNV	07/30/1	2 07/31/12	Olympics Daytim Olympics Daytin		9am-4pm	MT	:30	1 \$	1,200.003	0.00 NM	1	\$1,200.00
<u>St</u> Week: 07	art <u>Date</u> //30/12	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week 1	<u>Rate</u> \$1,200.00	<u>Rating</u> 0. <b>00</b>						
N34 KSNV			News 3 Olympic News 3 Olympic		7:30-8:00PN	1s-	:30	1	\$750.002	0.00 <b>NM</b>	1	\$750.00
<u>St</u> Week: 07	art <u>Date</u> //23/12	End Date 07/29/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
N35 KSNV	07/26/1	2 07/26/12	Wake Up Early v Wake Up Early v	•	430a-5a	T	:30	1	\$50.003	0.00 NM	1	\$50.00
<u>St</u> Week: 07	art <u>Date</u> //23/12	End Date 07/29/12	Weekdays T	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
										Totals	109	\$119,850.00